

## Playful Design John Ferrara

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### Playful Design: Creating Game Experiences in Everyday ...

John Ferrara has worked as a user experience practitioner since 1999 and began designing video games in 2001. His nutrition education game Fitter Critters was a top prizewinner in the 2010 Apps for Healthy Kids contest sponsored by Michelle Obama's "Let's Move!" campaign, and it is currently being tested in public elementary schools.

### Playful Design - Rosenfeld Media

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So imagine my delight when UXmatters asked me to interview John Ferrara about his recent Rosenfeld Media book, Playful Design: Creating Game Experiences in Everyday Interfaces. It isn't every day that I get to combine my professional expertise in user experience with my closely related personal interest in gaming.

### **John Ferrara on Playful Design :: UXmatters**

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In the following interview, " Playful Design " author John Ferrara (@PlayfulDesign) explains what he sees as the real gaming revolution — not " gamification," or the application of gaming characteristics to existing applications and processes, but how games themselves can and will be a "force of cultural transformation."

### **A gaming revolution, minus the hype - O'Reilly Radar**

Playful Design : Game design is a sibling discipline to software and Web design, but they're siblings that grew up in different houses. They have much more in common than their perceived distinction typically suggests, and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to the real problems of design.

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